

X373383

Buy Detail Report

Revision #: **DATA**

Client: Adelstein/Liston
Media: TV
Product: John Morse
Market: Colorado Springs
Primary Demo: Adults 35+
Separation between spots: 30
Estimate: 3680
Description: A Whole Lot Of People for John Morse - TV
Flight Start Date: 7/29/2013 05:00 AM
Flight End Date: 8/4/2013 04:59 AM
Buyer: Candy Kyle

Estimate Comments: SCHEDULE STARTS ON TUESDAY.

Line No	Daypart Program	STN Gross	Dur	Wks 7/29	Total Spots	Adults 35+ Rtg/CPP
KXRM-TV						
43	MTuWThF 7:00a- 9:00a FOX21 MORNING NEWS	\$150.00	60	2	2	2.0 \$75.00
44	MTuWThF 5:30p- 6:00p BIG BANG THEORY	\$250.00	30	2	2	2.0 \$125.00
45	MTuWThF 6:00p- 6:30p BIG BANG THEORY	\$700.00	60	3	3	4.0 \$175.00
46	MTuWThF 9:00p-10:00p FOX21 NEWS @ 9	\$350.00	30	2	2	2.0 \$175.00
47	W 8:00p- 9:00p MASTERCHEF	\$1,300.00	30	1	1	7.0 \$185.71
48	Sa 9:00p- 9:30p FOX21 NEWS @ 9	\$500.00	60	1	1	3.0 \$166.67
49	Su 8:00a- 9:00a FOX NWS SUNDAY	\$250.00	60	1	1	2.5 \$100.00
50	Su 9:00p- 9:30p FOX21 NEWS @ 9	\$700.00	60	1	1	4.0 \$175.00
Total Spots: 13					13	
Total GRP/GIMP(000): 40.5						40.5
Total CPP/CPM:						\$156.79
Total Cost:		\$6,350.00			13	

Buy Detail Report

Revision #: Date: 7/22/12
12

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Media: TV Description: A Whole Lot Of People for John Morse - TV
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Market: Colorado Springs Flight End Date: 8/4/2013 04:59 AM
Primary Demo: Adults 35+
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Estimate Comments: SCHEDULE STARTS ON TUESDAY.

Line No	Daypart Program	STN Gross	Dur	Wks 7/29	Total Spots	Adults 35+ Rtg/CPP
IXRM-TV						
Station Monthly Summary						
	AUG 13	\$6,350.00			13	
	Total Cost:	\$6,350.00			13	